



# Augmented Reality (AR) and Beyond

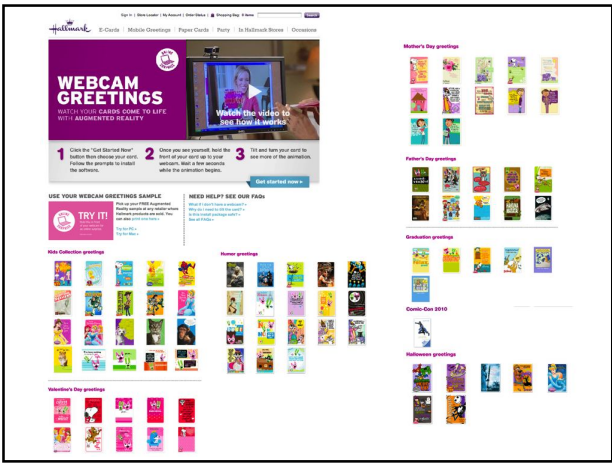
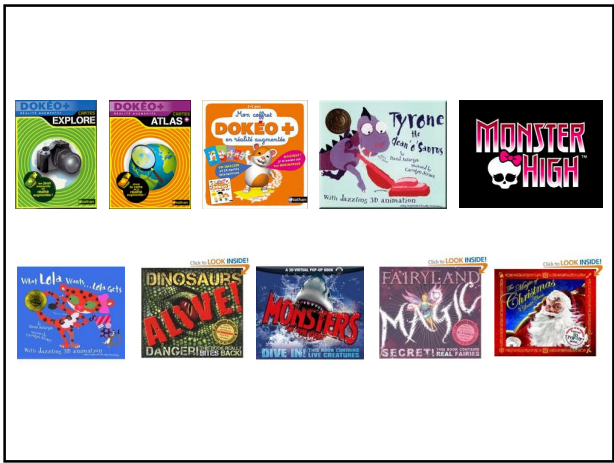
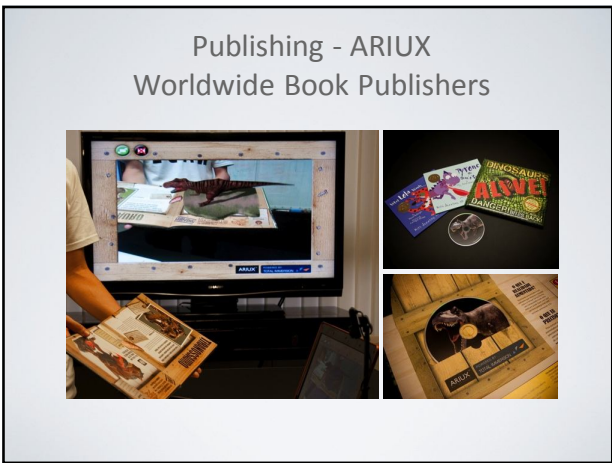
Andrew Fong  
8 March 2013




Leo Created World  
First  
Commercial Product  
Combined  
Print + Digital



- Kids Publisher Worldwide - Over 25 AR Books in 15 Languages, 17 Countries
- Great Content Providers: Disney, Fox, Pixar, Warners, Hallmark, Peanuts, Marvels ...
- Created more than 200+ AR Cards and Sold more than 10 million greeting cards and growing



## Extended Experience



- Print Communicate Toy Game

## Beyond Books & Cards

# LEOVATION

Leave the world of 2D marketing behind.

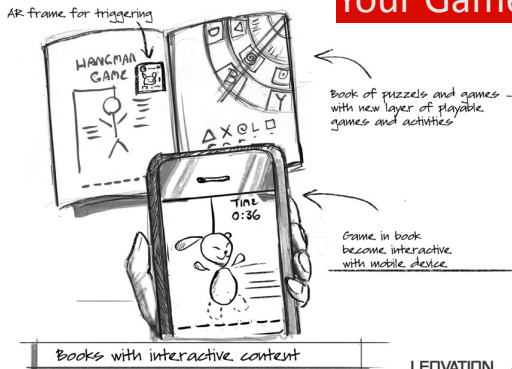
# in Theme Park



# in Facebook



## Your Games

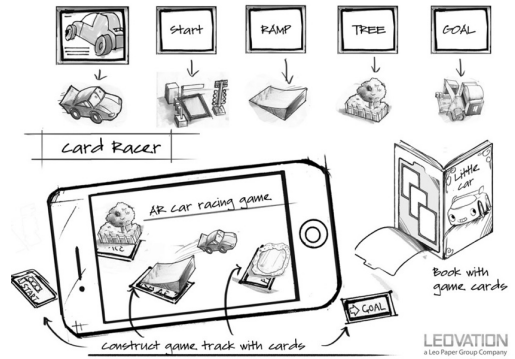


Books with interactive content

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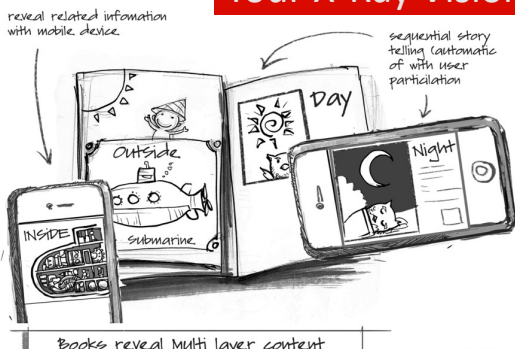
## Your Collectables



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## Your X-Ray Vision

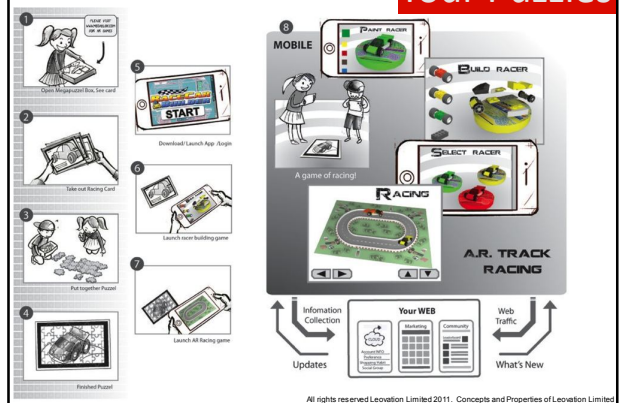


Books reveal Multi layer content

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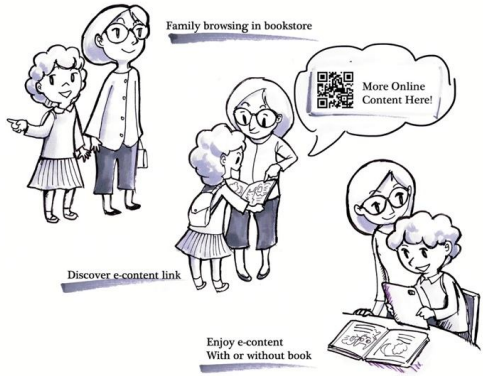
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## Your Puzzles



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# Your Recordable Books



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